

MARKETING, BBA

Marketing is concerned with the management of those activities which seek to identify customer needs and which design and direct a flow of products to satisfy consumer demand. It is the objective of the marketing program to develop a broad working knowledge of both the theory and practice of marketing. Program flexibility and adaptability to special interests is provided by electives within and outside the major.

Code	Title	Credits
Marketing Courses Required for the Major		27
MKT-302	CONSUMER BEHAVIOR	
MKT-306	INTEGRATED MARKETING COMMUNICATION	
MKT-308	DIGITAL & SOCIAL MEDIA MARKETING	
MKT-402	MARKETING RESEARCH	
MKT-410	Contemp. Issues and Topics in Marketing	
BI-303A	MARKETING INTERNSHIP	
Select three of the following Marketing Electives:		
MKT-303	SALES MANAGEMENT & PERSONAL SELLING	
MKT-305	CHANNELS OF DISTRIBUTION	
MKT-309	SPORTS MARKETING	
MKT-310	EVENT & SPONSORSHIP MARKETING	
MKT-311	AMER. ADVERTISING FEDERATION	
MKT-405	INTERNATIONAL MARKETING	
MKT-407	QUANTITATIVE MARKETING MODELS	
MKT-499	SPECIAL TOPICS IN MARKETING	
School of Business Required Courses		30
ACCT-201	INTRO TO FINANCIAL ACCT	
ACCT-202	INTRO TO MANAGERIAL ACCT	
BIS-310	BUSINESS INFORMATION SYSTEMS	
BLX-210	BUSINESS LAW I	
FIN-301	CORPORATION FINANCE	
MGT-301	MGMT & ORGANIZA.BEHAVIOR	
MGT-306	PRODUCTION OPERATION MGMT	
MGT-413	BUSINESS POLICY	
MKT-301	PRINCIPLES OF MARKETING	
QMX-212	STATISTICAL APPS FOR BUSINESS	
Non-Business Requirements		
General Education Requirements (https://catalog.sbu.edu/undergraduate/degree-requirements/)		37
ECO-101	MICROECONOMIC PRINCIPLES	3
ECO-102	MACROECONOMIC PRINCIPLES	3
QMX-210	QUANTITATIVE APPLICATION FOR BUSINESS STUDENTS ¹	3
QMX-211	INTRODUCTION TO STATISTICS	3
BIS-220	BUSINESS TECHNOLOGY APPLICATIONS	3
SC-301	STRATEGIC WRITING & PROFESSIONAL COMM	3
General Electives		8
Total Credits		120

¹ May substitute MATH-151 for QMX-210.

First Year			
Fall	Credits	Spring	Credits
THFS-101	3	SC-301	3
QMX-210 ¹	3	ECO-101	3
ENG-101	3	ENG-102	3
ACCT-201	3	ACCT-202	3
BONA-101	3	BIS-220	3
		15	15
Second Year			
Fall	Credits	Spring	Credits
ECO-102	3	Select two of the following:	6
QMX-211	3	MKT-301	
General Education Requirement	3	MGT-301	
General Education Requirement	3	FIN-301	
Select one of the following:	3	QMX-212	3
MKT-301		BIS-310	3
MGT-301		General Education Requirement	3
FIN-301			
		15	15
Third Year			
Fall	Credits	Spring	Credits
MKT-302	3	MKT-308	3
MKT-306	3	MKT Elective ²	3
MGT-306	3	BLX-210	3
General Education Requirement	3	General Elective	3
General Education Requirement	3	General Education Requirement	3
		15	15
Fourth Year			
Fall	Credits	Spring	Credits
BI-303A	3	MKT-410	3
MKT-402	3	MKT Elective ²	3
MKT Elective ²	3	MGT-413	3
General Education Requirement	4	General Elective	3
General Elective	2	General Elective	3
		15	15
Total Credits 120			

¹ May substitute MATH-151 for QMX-210

² **Marketing Major Electives:** Three courses or at least nine credits required among: MKT-303, MKT-305, MKT-309, MKT-310 and MKT-311, MKT-405, MKT-407, MKT-499.